SPONSORSHIP MANAGEMENT SYSTEM

5 **CROSS-REFERENCE TO RELATED APPLICATION(S)**

None.

FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

None.

10 **NAMES OF THE PARTIES TO A JOINT RESEARCH AGREEMENT**

None.

15 **BACKGROUND OF THE INVENTION**

Field Of The Invention

The present invention pertains to methods and apparatus for providing an integrated management tool for the sponsorship industry. More specifically, the present invention offers an innovative web-based, browser-driven facility for defining a new market and transaction

20 mechanism for corporations seeking to promote their products and services, and for the proprietors of events seeking corporate sponsors.

Description of Related Art

Corporations spend hundreds of billions of dollars annually to promote their products

25 and services to their customers. Many large U.S. companies spend tens of billions of dollars every year to market their wares. In addition to the advertising campaigns that are broadcast to consumers via television, radio, the Internet and print media, corporations devote many marketing dollars to the "sponsorship" of a wide variety of "events." A sponsored event may be any athletic competition, concert, artistic performance, festival or any other occasion that is

30 designed to attract the attendance, participation or interest of consumers of the products and services of the sponsor of the event. These events may be annual or periodic occurrence, or may be limited to a single occasion. The events are organized and administered by "property

owners," many of whom are professional entities whose sole purpose is to stage an annual event. The World Series^{SM}, the Superbowl^{SM}, the Rose Parade^{SM} and the Indianapolis 500^{SM} are all famous examples of annual events which are run by property owners, and which all enjoy the benefits of corporate sponsorship.

Despite the enormous size of this yearly expenditure, companies that seek to advertise their products by sponsoring events utilize a rather haphazard process for accomplishing their objectives. Two previous services, the IEG Network^{SM} and LitLamp.com^{SM} provide listing of some information about sponsored events. At the present time, however, no widely available, integrated database and electronic marketplace is currently operating to provide comprehensive information, and then to match buyers and sellers of sponsored events. The development of a new marketplace with customized interfaces for buyers and sellers of sponsored events would constitute a major technological advance, and would satisfy long felt needs and aspirations in the advertising and marketing industries.

BRIEF SUMMARY OF THE INVENTION

The present invention comprises methods and apparatus for creating a common platform and single point showcase for players in the event sponsorship arena. One embodiment of the present invention enables buyers and sellers of sponsored events to browse a multiple listing service of events using a website. The website may also be used to conduct searches, and save search results using a feature called the "Property Wizard^{SM}." Although the Internet is the preferred distribution mechanism for the present invention, the invention may be disseminated to users using any public or private network, or by the distribution of discrete storage devices like compact discs.

In another embodiment of the invention, buyers may submit requests for proposals (RFPs) for events that they wish to sponsor using an "RFP Wizard^{SM}, that allows them to maintain anonymity if they choose. Sellers are able to peruse RFPs using a "Proposal Viewer^{SM}." Both parties may obtain additional information through the website. Events may be characterized and searched using descriptive icons, dates, budgets, demographics, keywords or by other characteristics. Sellers may respond to the RFPs, and, ultimately, use the website to consummate and record transactions.

Yet another embodiment of the invention allows users to inspect discounted properties in a section called "Wise Buys[SM]"

Corporate sponsors may utilize a "Corporate Management Tool," which allows corporate users to organize and employ information about sponsored events via a geographic map with links to currently held sponsorship rights.

An appreciation of the other aims and objectives of the present invention and a more complete and comprehensive understanding of this invention may be obtained by studying the following description of a preferred embodiment, and by referring to the accompanying drawings.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

Figures 1 through 48 present "screen shots" that portray the image generated for a computer screen for one embodiment of the invention. Figures 49 and 50 are flowcharts exhibiting one of the methods of the invention.

Figure 1 presents a view of a home page.

Figures 2, 3, 4, 5 and 6 supply views of the screens that enable the user registration process.

Figure 7 is a "login" screen.

Figure 8 is an example of a screen that enables a seller to find an anonymous request for proposal (RFP) from a buyer, and to provide a response.

Figures 9, 10, 11 and 12 depicts information about the RFP.

Figures 13, 14, 15, 16, 17, 18, 19 and 20 are screen shots related to the "Proposal Wizard[SM]," and contain information about the proposals listed on the website.

Figures 21, 22, 23, 24, 25, 26 and 27 exhibit a series of screens, including a "Proposal Viewer[SM]," that supply information to a buyer who provided an RFP. These screens present information concerning a reply to the buyer.

Figures 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, and 41 offer a sequence of displays which enable a user to perform a search, and then save the search results.

Figure 42 portrays a screen that notifies sellers about "soon-to-expire" inventory.

Figure 43 concerns a feature of the website which allows sellers to maximize their exposure to buyers, including a feature called "Wise Buys^{SM}," which presents discounted properties.

Figure 44 portrays a screen which gives users the opportunity to see all categories of listed properties.

Figure 45 is a screen shot related to the Wise Buys feature.

Figures 46, 47, and 48 depict a Corporate Management Tool, which allows corporate users to organize and utilize information about sponsored events.

Figures 49 and 50 are flowcharts that illustrate one embodiment of the RFP process.

Figure 51 is flowchart of a Registration Process.

Figure 52 is flowchart of a Login Process.

Figure 53 is a flowchart.

Figure 54 is a flowchart of an RFP Process.

DETAILED DESCRIPTION OF   THE INVENTION

I. Overview of the Invention

The present invention offers a revolutionary new marketplace for the sponsorship industry.   In one embodiment of the invention, a website available to users via the Internet provides a comprehensive source of information about events, event managers and event sponsors.   Users who visit this website, Sponsorwise.com^{SM} are able to browse a database which serves as a multiple listing service for the sponsorship industry.   The website also includes a search facility for retrieving specific information.

Buyers seeking events to sponsor are able to place requests for proposals (RFPs) on the website.   Sellers are able to view the proposals, obtain additional information, submit a response and consummate a purchase using a variety of screens generated to facilitate the RFP process.

A corporate sponsor may organize selected data in a customized page called a "Corporate Management Tool."

Site visitors may analyze the listing using a variety of pictographic icons, and are also invited to consider a special, discounted listings using a feature called "Wise Buys^{SM}."

II. A Preferred Embodiment of the Invention

Figure 1 is a "screen shot" of the home page of a website, Sponsorwise[SM].com. The screen shots that are presented in the Drawings are printed representations of the images that are displayed as various pages of one current embodiment of the Sponsorwise[SM].com. These screen shots are intended to disclose the present invention, but should be considered as illustrations of one of many conceivable embodiments, alternatives and equivalents.

Figure 1 shows the Sponsorwise[SM] logo, and invites a person viewing the website to register, take a tour or inspect a property listing called "WiseBuys[SM]". If the user wishes to register, he or she is prompted by the screens depicted in Figures 2 through 6 to supply a profile of information to the website. By registering, a user selects a user name and a password, and then becomes a subscriber. In one embodiment of the invention, users who become subscribers pay a subscription fee.

Once a user is a subscriber, he or she is allowed to enter the generally restricted pages of the website that are reserved for subscribers. Buttons displayed across the top of the screen allow a subscriber to view his or her customized pages as shown in Figure 8, by clicking "My Sponsorwise." Buttons for browsing and searching functions are also provided, as well as an "About Us" button which leads to page of information describing the company. The banners and photos located at the center of the screen depict events which are available for a sponsor. An "Industry News" box is also supplied to offer news items that are pertinent to the sponsorship industry. The left side of the screen enable three courses of action, and are represented by the large buttons in the darkly shaded column:

Create a Property

Wise Promotions

Consulting Services

Each of these choices takes the subscriber to a different page which contains information of interest to buyers and sellers of sponsored events.

Figure 8 reveals a page in which a seller finds, and then responds, to a proposal submitted by a buyer. The lower portion of this screen relates to the notification feature, including the RFP process, which is depicted in detail in Figures 9 through 12. A buyer, who may remain anonymous, may submit an RFP to Sponsorwise[SM] by furnishing information

about an sponsorship opportunity by filling in the fields in the screens generated by the website. These screens help build a description of a buyer's request, and include information about timing, the desired audience, budget, location and buyer preferences. Once this RFP information is submitted to the Sponsorwise^{SM} database, it is matched to properties. When the database finds a match between an RFP and a property, then, and only then, is the property owner notified of an RFP. The only way for the seller to reply to the RFP if the buyer is anonymous is for a seller to click the button labeled "REPLY TO THIS RFP."

Figures 13 through 20 show the next step in the process, the "Proposal Wizard." These facilities enable a buyer to build a proposal that will be submitted to Sponsorwise^{SM}, and then displayed to potential sellers (event managers). Figure 13 exhibits a seller's contact information. As shown in Figure 14, the Proposal Wizard allows a buyer to upload new documents, and to maintain a personal filing cabinet of information that is conveniently stored on the website. Individual documents may be added to a proposal using the fields depicted in Figures 15, 16 and 17. Figure 18 reports an account balance for a subscriber, and also allows the subscriber to purchase additional Sponsorwise^{SM} credits. Figure 19 is a screen shot which shows how an RFP is reviewed by a potential respondent.

Figure 21 reveals the details of how a buyer who previously submitted an RFP views a reply to his or her RFP. This information is furnished in the section of the screen labeled "Notification." Figure 22 invites the user to click to view a property listing, which is described in detail in Figures 23 through 27.

Figure 28 is a screen shot which shows how a user employs the search function. After search results are obtained, they may be saved in the website in a page that is customized for and is only accessible to a particular user.

Figure 29 pertains to "key characteristics" of property listings. Figure 30 shows how features or attributes of an event may be displayed using icons or pictographs. For example the top row under "Festivals/Events" shows an open book, which serves as a symbol for an educational event. A star represents "celebrity potential." A flag waving smartly from a staff connotes a patriotic event which appeals to "civic pride." Figures 31 through 34 supply additional information about advanced searching, and saving search results.

Figure 35 is a page from the Sponsorwise^{SM} website which identifies a search identified as "Summer Family Activity." Figures 36 through 41 portray a particular event, California

League Baseball[SM], that was reported as an event which falls within the category Summer Family Activity. A wide variety of information about this event is contained in Figures 36 through 41, including a small screen which enables viewers to watch a video about California League Baseball[SM].

Figure 42 describes another feature of the invention, which pertains to "soon-to-expire" inventory. The "Wise Promo Wizard[SM]," is pictured in Figure 43. This feature includes a listing of discounted events which is called "Wise Buys[SM]."

Figures 44 and 45 illustrate a screen which allows users to view all categories of the Sponsorwise[SM] database, including unsold inventories.

Figure 46 presents a feature of the invention that may prove especially valuable for persons within advertising or marketing departments of corporations. This screen shot depicts the "Corporate Management Tool," which allows personnel within a company that seeks events to sponsor to efficiently organize, track and use information about their sponsorship efforts. Figure 47 includes a map which organizes sponsored events geographically, while Figure 48 lists events located in a particular region.

Figures 49 and 50 are flowcharts which illustrate the method of the invention concerning the UP process.

Although the present invention has been described in detail with reference to one or more preferred embodiments, persons possessing ordinary skill in the art to which this invention pertains will appreciate that various modifications and enhancements may be made without departing from the spirit and scope of the Claims that follow. The various alternatives for implementing the invention that have been disclosed above are intended to educate the reader about preferred embodiments of the invention, and are not intended to constrain the limits of the invention or the scope of Claims.

Sponsorwise is developing a common platform that will act as a single point showcase for the players in the event sponsorship arena, which will be accessible to a wide range of Event Managers and Sponsors.

5   Given the scope of the endeavor and financial constraints, the project will be implemented in phases. The development methodology will be as follows:

Phase I implementation will provide basic features to the site. Subsequent releases will build on this foundation to provide enhanced functionality.

The Requirement analysis and architecture implementation will be done concurrently,
10   given the tight schedule for Phase I.

To whatever extent possible, existent products/technologies that can be scaled up to meet future requirements will be used for the Phase I launch.

The creative design and development of the pages will be done by MentalModels based on the specifications sent by the Zeneb and Sponsorwise teams.

Sponsorwise Requirements

Option	Functionality
Home	Sponsorwise Home Page
Registration	Registration process for buyers and sellers
Login	Login option to registered users
Home Page	Buyer and Seller homepage from which they can access their options
Search	Basic search functionality with capability to save search results and to display search results
Notification Engine	Notification system to access messages for Buyers and Sellers
Upload	Capability for Seller to upload property information
RFP posts	Capability for Buyer to post RFPs
Financial linkage	Capability to record transactions
Legal hooks	Incorporation of disclaimers and service agreements

User Login

- User enters site
- User chooses to login
- User shown Login page (Page A) which has following links
  - "<u>Register here</u>" to the Registration page
  - "<u>Forgot Password</u>" to the Forgot Password page
  - "<u>Help Desk</u>" - a email link to <u>admin@sponsorwise.com</u>
- User enters User Name and Password and clicks on "Submit" button
- Login process invoked
  - If valid login
    - User Logged into Home Page (Page B) of primary role
  - If invalid login
    - User shown Invalid User Name/Password Page (Page C) which has following links:
      - "<u>Back</u>" to the Login page (Page A)
  - If the User chooses the "Forgot Password" link
    - Accept User Name (Page F) with field to enter User Name, link to Submit and a link to Cancel
    - If User Name not entered in "Enter User Name" Page (Page F)
      - Show Error page (Page D) with link back to Page F
    - If User Name entered in "Enter User Name" Page (Page F)
      - Take User to Forgot Password page (Page E) with following fields:
        - User Name will be displayed
        - Question will be displayed
        - Answer will have to be entered by User
        - "Submit" button
        - "Cancel" button
      - If answer entered is correct
        - User Logged into Home Page of primary role (Page B)
        - Email sent to User with password
      - If answer entered is wrong

o User shown Invalid User Name/Password Screen (Page C) which has following links:

- "Back" to the Login page (Page A)

Total Screens related to the login process: 5

Page A: Login Page

Page B: Home Page of User's primary role

Page C: "Invalid User Name/Password" Page

Page D: "Please enter User Name" Page

Page E: " Forgot Password" Page

Page F: "Enter User Name" Page

New Property

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Seller if he is not in the Seller My Page
- User chooses the "<u>Create Property</u>" link
- If this is the first property being created by the Seller
    - Take Seller to "Enter Property Information" page (Page D) with blank fields
- If Seller owns some property first take Seller to a Page (Page E) with the following options:
    - "<u>New Property</u>" link
    - Copy of existing property: A drop box with all the Seller's properties; defaulted with the latest created property
        - If Seller clicks on "<u>New Property</u>" link
            - Take Seller to "Enter Property Information" page (Page D) with blank fields
        - If Seller chooses property name from drop-box
            - Take Seller to "Enter Property Information" page (Page D) with defaulted values of chosen property
- Seller enters values into the fields and clicks Submit Button
    - If all fields are entered
        - Save Property information and return to Seller's My Page (Page C)
    - If mandatory fields are blank
        - Flash error message and ask Seller to enter mandatory fields
- Seller clicks Cancel button
    - Show warning page (Page F) with message "Do you want to discard changes?" and buttons "Yes" and "No"
    - Seller chooses "Yes"
        - Seller is taken to My Page (Page C)
    - Seller chooses "No"
        - Seller is taken back to Property page (Page D)

Total Screens related to the New property module: 6

Page A: Sponsorwise Home Page

Page B: Login Page

5   Page C: My Page of User's primary role

Page D: New Property Page

Page E: Page to check whether all new values or whether it will be a copy of existing property

Page F: Warning Page - "Do you want to discard changes?"

View Property

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Seller if he is not in the Seller My Page
- Seller chooses the "<u>Property Manager</u>" link
- Seller shown property listing (Page D) with links to each property belonging to Seller
- Seller selects property to view
- Seller shown property (Page E) with no editable fields
- Seller clicks Close button
- Seller taken back to My Page (Page C)

Total Screens related to the View property module: 5

Page A: Sponsorwise Home Page

Page B: Login Page

Page C: My Page of User's primary role

Page D: Property Listing

Page E: Property View

Update Property

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Seller if he is not in the Seller My Page
- Seller selects the property he/she wishes to edit in the drop down box in the left frame
- The notification engine reflects the notifications pertinent to that property
- Seller chooses the "Edit Profile" link
- Seller shown property (Page D). Only fields that can be modified are set as updateable.
- Seller makes changes.
- Seller clicks Submit button
  - Changes are saved and the Seller is taken to My Page (Page C)
- Seller clicks Cancel button
  - Show warning page (Page E) with message "Do you want to discard changes?" and buttons "Yes" and "No"
  - Seller chooses "Yes"
    - Seller is taken to My Page (Page C)
  - Seller chooses "No"
    - Seller is taken back to Property Edit page (Page D)

Total Screens related to the Update property module: 5

Page A: Sponsorwise Home Page

Page B: Login Page

Page C: My Page of User's primary role Page D: Property Update page

Page E: Warning Page - "Do you want to discard changes?"

New RFP

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
5 - User changes role to Buyer if he is not in the Buyer My Page
- User chooses the "Create RFP" link
- If this is the first RFP being created by the Buyer
    - o Take Buyer to "Enter RFP Information" page (Page D) with blank fields
- If Buyer has created some RFP in the past first take Buyer to a Page (Page E) with the
10 following options:
    - o "New RFP" link
    - o Copy of existing RFP drop box with Buyer's RFP defaulted with the latest created RFP
        - ▪ If Buyer clicks on "New RFP" link
15 - Take Buyer to "Enter RFP Information" page (Page D) with blank fields
        - ▪ If Buyer chooses RFP name from drop-box
            - Take Buyer to "Enter RFP Information" page (Page D) with defaulted values of chosen RFP

20 - Buyer enters values into the fields and clicks Submit Button
    - o If all fields are entered
        - ▪ Save RFP information and return to Buyer's My Page (Page C)
    - o If mandatory fields are blank
        - ▪ Flash error message and ask Buyer to enter mandatory fields
25 - Buyer clicks Cancel button
    - o Show warning page (Page F) with message "Do you want to discard changes?" and buttons "Yes" and "No"
    - o Buyer chooses "Yes"
        - ▪ Buyer is taken to My Page (Page C)
30 - o Buyer chooses "No"

Total Screens related to the New RFP module: 6

Page A: Sponsorwise Home Page

Page B: Login Page

5   Page C: My Page of User's primary role

Page D: New RFP Page

Page E: Page to check whether all new values or whether it will be a copy of existing RFP

Page F: Warning Page - "Do you want to discard changes?"

View RFP

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
5
- User changes role to Buyer if he is not in the Buyer My Page
- Buyer chooses the "<u>Sponsorship Manager</u>" link
- Buyer shown RFP listing (Page D) with all the RFPs belonging to Buyer and two buttons - View and Edit
- Buyer selects View button of RFP to view
10
- Buyer shown RFP (Page E) with no editable fields
- Buyer clicks Close button
- Buyer taken back to My Page (Page C)

Total Screens related to the View RFP module: 5

15 Page A: Sponsorwise Home Page

Page B: Login Page

Page C: My Page of User's primary role

Page D: RFP Listing

Page E: RFP View

Update REP

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into Home Page (Page C) of primary role
- User changes role to Buyer if he is not in the Buyer My Page
- Buyer chooses the "Sponsorship Manager" link
- Buyer shown RFP listing (Page D) with all the RFPs belonging to Buyer and two buttons - View and Edit
- Buyer selects Edit button of RFP to edit
- Buyer shown RFP (Page E). Only fields that can be modified are set as updateable.
- Buyer makes changes.
- Buyer clicks Submit button
  - Changes are saved and the Buyer is taken to My Page (Page C)
- Buyer clicks Cancel button
  - Show warning page (Page F) with message "Do you want to discard changes?" and buttons "Yes" and "No"
  - Buyer chooses "Yes"
    - Buyer is taken to My Page (Page C)
  - Buyer chooses "No"
    - Buyer is taken back to RFP Edit page (Page E)

Total Screens related to the Update RFP module: 5

Page A: Sponsorwise Home Page

Page B: Login Page

Page C: My Page of User's primary role Page D: RFP Listing

Page E: RFP Update page

Page F: Warning Page - "Do you want to discard changes?"

Notification Engine for a Buyer

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into My Page (Page C) of primary role
- User changes role to Buyer if he/she is not in the Buyer My Page
- Buyer posts a RFP
    - Database is searched for properties matching the RFP criteria
    - If matches are found
        - Notifications are sent to matched property-owners
        - The link in the notification engine opens the RFP (Page D) for the Seller
- Buyer saves a search criteria
    - Notification Engine batches are run as scheduled to match saved search criteria
    - If matches are found
        - Notifications are sent to the Buyer
        - The link in the notification engine opens the Property (Page E) for the Buyer

Total Screens related to the New RFP module: 6

Page A: Sponsorwise Home Page

Page B: Login Page

Page C: My Page of User's primary role

Page D: RFP Viewer

Page E: Property Viewer

Notification Engine for a Seller

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into My Page (Page C) of primary role
- User changes role to Seller if he/she is not in the Seller My Page
- Buyer posts a RFP
  - Database is searched for properties matching the RFP criteria
  - If matches are found
    - Notifications are sent to matched property-owners
    - The link in the notification engine opens the RFP (Page D) for the Seller
- Seller saves a search criteria
  - Notification Engine batches are run as scheduled to match saved search criteria
  - If matches are found
    - Notifications are sent to the Seller
    - The link in the notification engine opens the Property (Page E) for the Seller

Total Screens related to the New RFP module: 6

Page A: Sponsorwise Home Page

Page B: Login Page

Page C: My Page of User's primary role

Page D: RFP Viewer

Page E: Property Viewer

Search Engine

- User enters site (Page A)
- User chooses Search option
  - If the User is not already logged into the Sponsorwise site
    - User is taken to the Login page (Page B)
  - If the User is logged into the Sponsorwise site
    - User is taken to the Basic Search page (Page C)
- User enters keywords and clicks on the "*Search*" button
  - Keyword search is done on Event Description and Audience Description
  - User is shown the Search Results page (Page D)
- User clicks on the "<u>Advanced Search</u>" link
  - User is taken to the Advanced Search Page (Page E)
  - User enters Search criteria
  - Keyword search, if any, is done on Event Description and Audience Description
  - User is shown the Search Results page (Page D) with matched properties and can select a property to view
  - If User chooses "<u>Save this Search</u>" link
    - User is taken to "Save this Search" Page (Page F) with following fields
      - Unique Name
      - Description
      - Checkbox to choose if search should be automated
      - "*Save*" Button
      - "*Cancel*" Button
    - If User clicks on the "Save the Button
      - Name is validated to check if unique
        - If Name field is blank
          - Show message: "*Please enter an unique name*"
        - If Name already exists
          - Show message: "*Name already exists. Please enter an unique name*"
        - If Valid Name

- Save Search criteria
- Return to the Search Results Page (Page D)
- User chooses "<u>Saved Search</u>" link
  - If there are no Saved Searches
    - Show message: "*No Saved Searches*"
  - If there are Saved Searches
    - User taken to Saved Search Page (Page G) with Saved Search listings with following fields
      - Saved Search Name
      - Criteria Description
      - Check Box to control automation of Saved Search
    - User clicks on Saved Search Name
      - User taken to Advanced Search Page (Page E) with search criteria defaulted

Total Screens related to the New RFP module: 6

Page A: Sponsorwise Home Page

Page B: Login Page

Page C: Basic Search Page

Page D: Search Results Page

Page E: Advanced Search Page

Page F: "Save this Search" Page

Page G: "Saved Searches" Page

Financial Linkage

- User enters site (Page A)
- User chooses to login (Page B) and goes through the login process
- User Logged into My Page (Page C) of primary role
- User changes role to Buyer if he/she is not in the Buyer My Page
- User chooses a property to View either through the Browse option (Page D) or through a link in the Notification Engine to the Property matched to the Buyer's saved search criteria
- When User views Contact Information on the Property Viewer (Page E), a record is inserted into a transaction table.

Total Screens related to the New RFP module: 6

Page A: Sponsorwise Home Page

Page B: Login Page

Page C: My Page of User's primary role

Page D: Browse page - listings of all properties Page E: Property Viewer

See Figure 51

Login

Login will be password-driven and will require validation of the User Name. On successful login, the user will be taken to the home page of his primary role. If the user uses an invalid User Name or an invalid password, an error is posted and the User is allowed to login again. There are no limits on the number of times the User can attempt to login. An option is provided to the User to request for the password if the User forgets the password. In this eventuality the User will have to provide additional information to verify the authenticity of the User. The request in this phase will be through a third party mail utility. A link is provided in this page for the User to go to the Registration page if the User is an un-registered user. The process flow for this module is as illustrated below.

Future enhancements:

The Notification engine available for Buyer's and Seller's can be extended to the Site administrator. Users locked out of the site because of forgotten User names or passwords can use this engine to communicate their request to the administrator. This interface will ensure standardized inputs from the User and can hence allow automated responses to these requests if desired.

See Figure 52.

Home Page

A home page is provided to every User. From the Registration page the User is taken to the home page of his primary role after successful authentication. There will be two roles in the first phase - Buyer and Seller.

Buyer Home Page

From the Buyer home page, the user can view all his/her properties and inventories and the RFPs posted. Functionality to perform search and to save search results will be provided. The Notification option will keep the Buyer informed on the matches to the saved searches. The Buyer will also have the ability to edit his/her information.

Seller Home Page

From the Seller home page, the user can view all his/her properties and inventories. The Seller will have the capability to upload a property. Functionality to perform search and to save search results will be provided. The Notification option will keep the Seller informed on the RFPs posted and if there are matches to the saved searches. The Seller will also have the ability to edit his/her information.

Future enhancements:

Additional functionality can be provided to the User to manage his/her profile. The User can be provided with ability to forward saved searches to others. A discussion forum can be incorporated to allow Users to post messages. Voice Chat functionality can also be provided. Customer service can be incorporated. Other functionalities that can be included are an Auction engine and a Negotiation platform. Buyers and Sellers can be provided with capability to categorize their Properties/Inventories based on their preferences. Buyers can be informed of responses to their RFPs.

Search

Basic Search capability will be provided to the User. The first phase will allow the user to perform search on keywords limited to the Event description and the Audience description. Other search criteria will be as follows:

- Event type
- Date
- Minimum household income
- Age
- Gender
- Location - Region, State, City, ZIP code

Future enhancements:

Full-text search feature can be provided. This will allow the User to search on keywords on any field and not be restricted to only Event description and Audience description as in the first phase. Allowing the User to select the location from a map can enhance location-based search criteria. Capability to forward saved searches to others can be implemented.

Notification Engine

This will serve as a messaging system to the User. The User will be notified of special discounts and deals of the day prepared on the basis of the User's preferences. This feature will be part of the User's Home page. The User's notification interface will be updated with the deals of the User's choice. Selecting from the list will lead the User to the specific property/RFP information.

Future enhancements:

The Notification engine can also serve as a communication medium for system-wide warnings and alerts. Users will be notified of new features and site updates through the Notification Engine. White papers and other news content will be pushed to the User through this medium. Notifications of deals based on the saved search results will be automatically populated.

Upload property

This feature is available through the Seller's home page. The Seller can use this feature to upload a property to the site. If the property is an existing property of the Seller, then the form is pre-filled with available information and the User can edit it to make any changes. Else, basic information of the property is accepted. The User can choose to upload files related to the property. The first phase will not provide a viewer to view the uploaded files. After the Seller submits the property, the Seller's home page is updated to reflect the changes made. The property will then be available to Buyers based on their preferences. The process flow for this module is as illustrated below.

Future enhancements:

A viewer to most types of uploaded files can be provided. Ability to upload specific banners and advertisements can be provided. Based on the Buyer's preferences, the specific banners and advertisements will be displayed to the User. A filing cabinet can be incorporated for the User. Users can be provided with property tours. An Auction and Negotiation platform can be provided.

See Figure 53.

RFP Posts

This feature is available through the Buyer's home page. The Buyer can use this feature to make a new RFP. Basic information of the target audience and the demographics is accepted. If the Buyer chooses to be anonymous then the RFP is submitted without the Buyer's profile. Else, the Buyer's profile is attached with the RFP and posted. After the Buyer submits the RFP, the Buyer's home page is updated to reflect the changes made. The RFP will then be available to Sellers based on their preferences. The process flow for this module is as illustrated below.

Future enhancements:

A viewer to most types of uploaded files can be provided. Ability to upload specific banners and advertisements can be provided. Based on the Seller's preferences, the specific banners and advertisements will be displayed to the User. A filing cabinet can be incorporated for the User. Users can be provided with property tours. An Auction and Negotiation platform can be provided.

See Figure 54.

Financial Linkage

The Financial linkage module will keep track of the transactions between Buyers and Sellers. When a Buyer decides to buy an Inventory and strikes a deal with the Seller and accepts the service agreement, the Seller updates the availability status of the Inventory to **"Sold"**.

Future enhancements:

The Liquidation engine (Wise-buys) can be incorporated with the Negotiation and the Auction modules to enable aggressive marketing and selling_ Each of these transactions can be captured allowing for an iterative cycle of negotiations and bidding, thereby providing enhanced functionality to the Users. This information can also be used as part of the rating system for the Buyer and Seller. This would also provide for better reporting functionality.

Legal hooks

Disclaimers and service agreements will form a major part of this module. Users will need to accept the disclaimers and legal terms to be able to use the functionalities provided by Sponsorwise. This will be done prior to the Registration process. Subsequently, when a Buyer and Seller use a billable feature, they may have to accept the service agreements to complete the transaction.

Future enhancements:

Based on experience and the market trends, Sponsorwise may decide to revise the service agreement and bring in more control to the functioning of the site. For instance, if Sponsorwise decides to tie up with a third party site to host the Users' files, then the Users may have to agree to some additional terms and conditions. These can be integrated as and when the policies are decided upon.